

Message Text

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TO SECSTATE WASHDC 3548

INFO AMEMBASSY RABAT

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TAGS: BEXP, MO

SUBJ: SPECIALIZED TRADE MISSION -- INCREASED ADVANCE
OFFICER ACTIVITIES

REF: A) STATE A-9156 B) STATE 140278

1. CONCEPT OF ADVANCE OFFICER TO ASSIST IN PREPARATION OF SPECIALIZED TRADE MISSION VISITS IS PRECISLY WHAT IS REQUIRED TO MAXIMISE EFFECTIVENESS THIS SEGMENT OF TRADE PROMOTION PROGRAM WE RECOMMEND THAT AO ACTIVITIES BECOME INTEGRAL PART OF TRADE MISSION PROGRAM.
 2. IDEALLY, AO SHOULD BE INVOLVED IN RECRUITING PARTICIPATING COMPANIES OF MISSION SINCE DAY-TO-DAY CONTACT WITH TARGET INDUSTRY WILL ENABLE HIM TO ACQUIRE SOME EXPERTISE RELATED TO THE INDUSTRY AND PRODUCTS OF COMPANIES RECRUITED. AS HAS BEEN DEMONSTRATED, THE AO IN PASSING ON THIS KNOWLEDGE DURING ADVANCE VISIT TO POST IS OF INESTIMABLE VALUE TO COMMERCIAL OFFICER FOR DETERMINING SPECIFIC BUSINESS APPOINTMENTS TO MEET OBJECTIVES OF MISSION MEMBERS. ALSO CAN HELP DETERMINE HOW BEST TO PROMOTE TECHNICAL CAPABILITIES OF U.S. PRODUCT AS COMPARED TO COMPETING SOURCE COUNTRY PRODUCT. IN ADDITION, AO'S FAMILIARITY WITH HOST COUNTRY AND OFFICIALS, ON THE SPOT JUDGEMENT OF ITS PURCHASING REQUIREMENTS AND KNOWLEDGE OF COMPETING PRODUCTS, AND PRACTISES WOULD BE OF VALUE IN GIVING PRE-ARRIVAL BRIEFINGS TO MISSION MEMBERS.
 3. ONLY PROBLEM WE HAVE EXPERIENCED REGARDING LOGISTICS OF TRADE
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MISSION PROGRAM IS THE NEED TO HAVE POST RECEIVE USDOC/ COMPANY

BROCHURES, AND WHEN APPLICABLE TECHNICAL PAPERS, IN ADEQUATE TIME
FOR DISTRIBUTION.
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